

PRESS RELEASE
2 April 2012

LIKERS.TV LAUNCHES TO MAKE TV AND ADVERTISING MORE SOCIAL



Likers.tv, a first-of-its-kind, social media-based on-screen advertising platform which aims to establish substantial incremental revenue streams for both brands and broadcasters, is to debut at the upcoming **MIPTV** market in **Cannes, France**.

The interactive technology will bridge the gap between TV and the 'second screen'. Comprising a live advertising ticker at the bottom of the TV screen – overlaid onto existing programming – the Likers.tv platform displays pictures and names of a brand's new social media fans in real-time to facilitate live public endorsement on TV. Viewers can also 'like' a specific programme or show contestant, creating new ways in which to engage in voting or competitions.

The aim of Likers.tv is to create a new business model for broadcasters by establishing a new source of advertising income, as well as exploit and expand a brand's commercial fanpage community and to drive both fan engagement and consumer awareness.

The advertiser Louis Massicotte, President of MASS-Medias Capitale in Canada and creator of Likers.tv, says: "The recent boom in TV sponsorship, social media brand interaction and internet connectivity means that there's a nascent but substantial opportunity for both brands and broadcasters in the space. Likers.tv aims to facilitate such relationships, providing the platform, technology and management and creating new interactivity between viewers, TV and brands. Such offerings can be specifically tailored as required, and we anticipate the lure of being seen on TV will cultivate higher engagement than ever before. Likers.tv also represents an innovative way for brands to expand their social media presence, driving new customers to their fan pages."

2-6 Northburgh Street, London EC1V 0AY +44 (0) 20 7490 4050 www.franklinrae.com

Page 1 of 2



Michel Rodrigue CEO of The Format People said "Likers.tv represents a great step towards building a fully integrated viewing experience between first and second screen. It gives viewers a chance to be seen and heard while building a direct link between social media fans and the shows that people love".

Technical development of the Likers.tv proposition is complete, and the patent is pending. TV networks will receive a free license, conditional on royalties, and Likers.tv will manage the live fan feed, which also includes an in-built linguistic filter. The platform is currently compatible with Facebook, with other social media channels, including Twitter, to be made available soon.

Massicotte has appointed **The Format People** as distribution partner for Likers.tv. Both Massicotte and **Michel Rodrigue**, founding partner of The Format People with over 25 years' experience of selling, buying and marketing formats around the globe, are attending MIPTV to meet with potential new business broadcast partners.

A demonstration of Likers.tv is available on: <http://likers.tv/>

To schedule a meeting at MIPTV, please contact:



Louis Massicotte
+1 418 456 3347

lm@netcreation.ca

Michel Rodrigue
+1 213 446 2600

mrodrigue@me.com

For more information, please contact:

Franklin Rae Communications

Tel: +44 20 7490 4050

Ollie Dearn
Leo Kellgren-Parker

ollie@franklinrae.com

leo@franklinrae.com